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**To:** [Kent Smith](#)  
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## July 2015 Newsletter



### Customer Highlight / Santa Cruz, California



California's Santa Cruz is one of the most recent Golden State municipalities to deploy the Bigbelly system. Nestled between the natural beauty of the coast and Redwood forests, Santa Cruz is a popular destination for citizens and visitors alike. The Downtown area, including well known Pacific Avenue, is frequented to take in the local storefronts, artists, and street performers. This heavily

visited area comes with equally heavy public space waste, especially over the weekends. Santa Cruz looked towards the Bigbelly system to find a way to provide sufficient receptacle capacity.

With no collections scheduled on the weekends, waste collection crews found the streets a "mess" come Monday morning. The Bigbelly stations' increased capacity and enclosed design now enable crews to arrive on Monday mornings to streets clean from litter and overflows. The notifications have also been another important benefit, allowing the collection crews to understand where and when collections need to be made. Bigbelly is thrilled to be able to work with the City of Santa Cruz to help keep their streets and public spaces clean and green!



### Next-Generation Technology in New York City

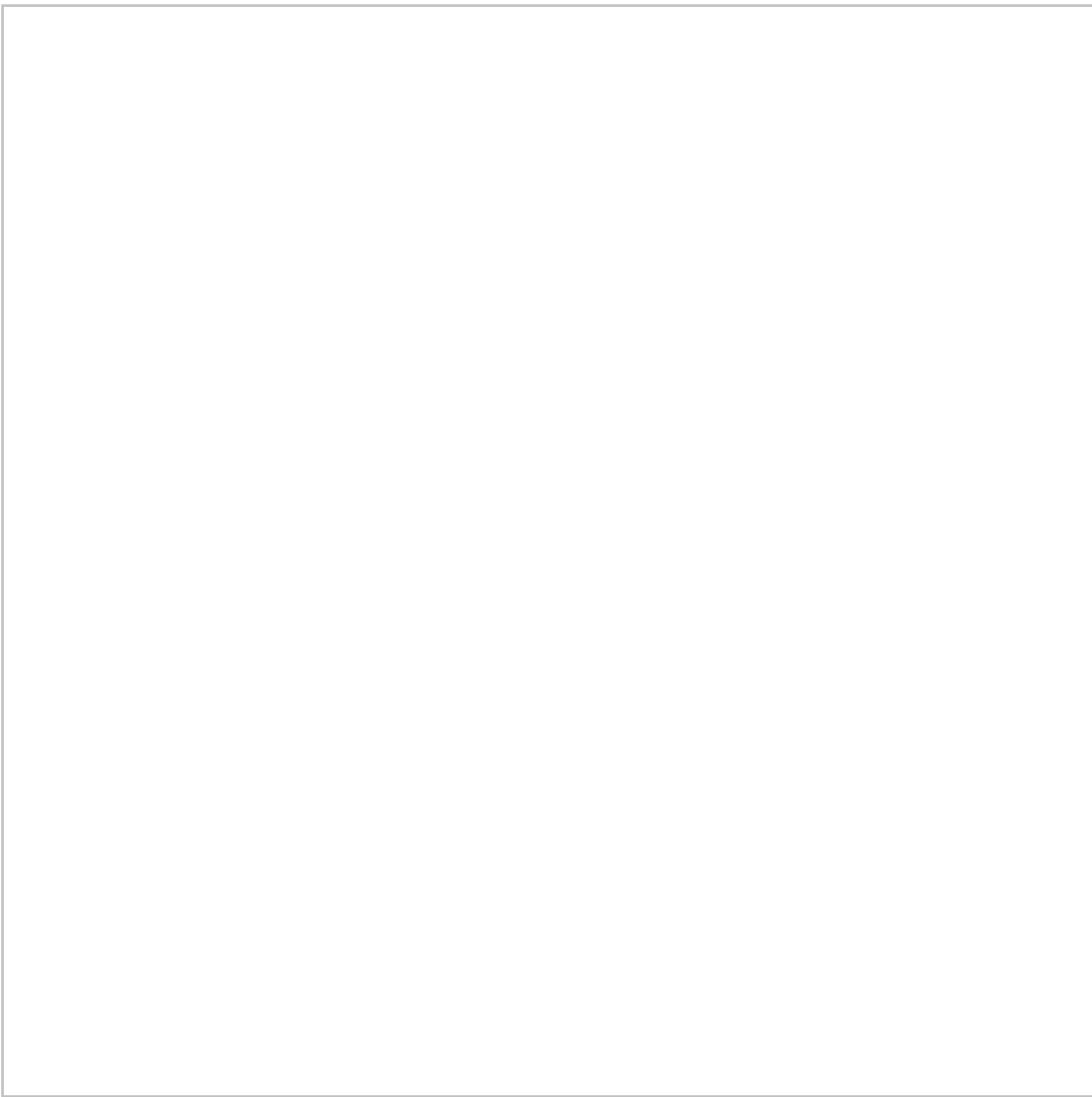
A strategic pilot is underway in NYC which equips Bigbelly stations in Lower Manhattan with Wi-Fi hotspots to provide free public space Internet access. The

stations are tested for a few hours each day to measure the quality of the signal and the number of people who could connect to the network.



This pilot project is a collaboration between Bigbelly and one of our customers, The Downtown Alliance. Integral to the project is the side-by-side working relationship we have with Jeremy Schneider, Chief Technology Officer of The Downtown Alliance.

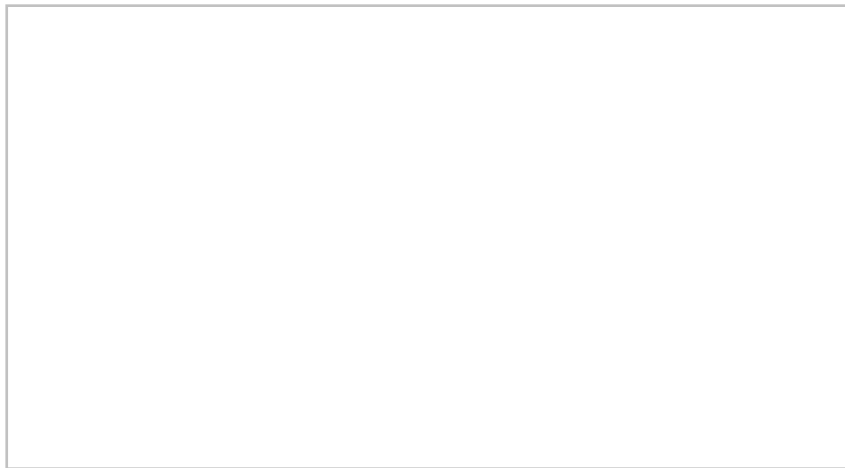
Schneider describes the pilot: "The results were promising. At 50 to 75 megabits per second, the bandwidth will be more than enough to run a small business." The Bigbelly system's current offering is designed to deliver essential core city services from smart, cloud connected, self-powered stations, and making strides in testing hosted next-generation technologies continuously add values to municipalities and their constituents. Various media publications, including the ones featured below, have been paying close attention to this innovative public space Wi-Fi program.



[Read More About the Pilot >](#)



How Much Waste Can A Bigbelly *Really* Hold?



Our high-capacity Bigbelly stations hold much more than a traditional waste bin. Want to see this in action? Take a peek at our distributor "Down Under" showcase just how much waste a Bigbelly can hold. Solar Bins Australia published this compelling video to highlight the station's extra capacity. Enjoy!

[Watch the Demo >](#)



## CLEAN Tip of the Month



### Enhanced System Notifications

The recent CLEAN 4.0.4 software release delivers easier to use, more informative, and more customizable system Notifications. The update introduces improved Notification configuration capability when creating new notifications and editing existing notifications. The new user interface (UI) provides a "walk-through" experience with a step-by-step wizard for streamlined and simplified Notification configuration.



When configured and active, notifications deliver specific system information to users' email. Many customers with users in the field leverage notifications to send system and station activity or status in parallel to data and reports located in CLEAN. With this software release, there are dynamic steps in creating a new notification deliver only the configuration options needed for the chosen notification: alerts, fullness, or door activity. Users now are able to specify the details of individual alert types for which users should be sent Notifications.

Users' existing Notifications require no changes with this release. All notifications will continue to send based on the previously designated settings. Users can edit existing Notifications by clicking the pencil icon in the right-most column in the Notifications page.

[Log into CLEAN >](#)



## Latest on the Bigbelly Blog: Beyond the Bin!

### [Making Smart Cities - A Look into State of Progress](#)

The Internet of Things is not some far-fetch, future reality that has yet to be realized. Success will come as cities turn to technology innovations that help them streamline operations, better forecast needs, and solve issues like pollution, congestion, accessibility, increasing waste, and sustainability. [Read more...](#)



### [Public Space Waste: From Eyesore to Amenity](#)

Bigbelly enhanced our experience by giving people a place to put trash in a way that you would not see or smell it, notice the presence of a trash can, or observe the collection of trash. There was not any litter or overflow. Containment means containment. Never mind that it's automated, GPS- and wifi-enabled, and solar-powered: a high tech marvel. It just didn't seem to be there. Space planners take note: now it's possible to design satisfying high tech waste management into an architecture without exposing visitors to the sight or odors of trash. [Read more...](#)



### [14 Ways to Improve Community Recycling Rates](#)

There's a lot to be said about improving municipal recycling efforts. It helps to keep public spaces clean, eradicate pest problems, and provide measurable environmental benefits by waste diversion from landfills. Towns can also reduce tipping costs and other expenses related to waste disposal, and increase credits recycling incentive programs. [Read more...](#)



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